

EMPATHY:

Kerem Ömer Orbay, Director - Retail Banking Marketing

For us, empathy is a sine qua non. We have to thoroughly understand our customers, our colleagues working in the branches and our stakeholders. Our most important tool to achieve this, is our empathy talent. If we aim for a sustainable and successful relationship with both our customers and our colleagues, maybe I repeat, but empathy is a sine qua non. Garanti BBVA attained its leadership position in retail banking by prioritizing its empathy focus and with the same approach, it will yet again continue to be innovative and customer-oriented in the future.

Ceren Acer Kezik, Director – Mass Banking Marketing

For us, empathy is one of the cornerstones of establishing long-lasting and sustainable relationships. Empathy means shaping the relationship from the perspective of the customer, understanding the needs and feelings of the customer and developing solutions accordingly, and this is in fact one of the key secrets behind Garanti BBVA's success and customer satisfaction.

Orhan Veli Çaycı, Director – Customer Contact Center

For us, empathy means the ability to understand all our stakeholders, especially our customers. To understand our stakeholders means understanding their needs, expectations and wishes. Understanding is the first step. Once we understand and we structure the service, the product, the convenience that responds to these needs and expectations, the concept of empathy gains a fulfilled and concrete dimension.

Nalan Kırkaç Çalışkan, Regional Office Manager - Istanbul Europe 5

For us, empathy is the most important component of our communication language towards both branch teams and the customers. In 2020, a year mostly spent under pandemic conditions, the primary key to our success was our ability to use the power of empathy in communication. Empathy, either while meeting the needs of our customers or while working as one team to provide uninterrupted service, gave us the opportunity to understand our mutual feelings and to be a solution partner. This powerful communication that flows in multiple directions, the need to be understood, the need to be listened to, are all elements of empathy, that reinforces the sense of trust and enables us to establish sustainable relationships. Garanti BBVA will continue to understand, listen and stand by its customers at all times.

Şule Öztekin, Istanbul, Kartal Branch Manager

For us, empathy is touching the hearts of our customers. It is to make them feel that we thoroughly understand their needs and that we remain along their side no matter what.

Especially during the pandemic period, the word empathy gained a much deeper meaning to us. Through the support we received from our Headquarters' teams, whether at our branches or at home, we were able to offer services to our customers in a swift and uninterrupted manner. We stood by them at every need they had. By offering rapid solution alternatives to our customers who had difficulty in making payments and customers with disrupted cash flows, we provided them ease to breathe. Because to understand our customers under any circumstances and to achieve high customer satisfaction is our number one priority.